REMARKS

Please cancel claims 1-20 without prejudice, as Applicant reserves the right to pursue the cancelled claims in a continuation application. Claims 21-40 are newly submitted. Support for the newly submitted claims can be found in the specification at page 4, line 8 – page 5, line 22, and page 8, line 15 – page 9, line 3. Accordingly, claims 21-40 remain pending in the application. Reconsideration is respectfully requested in view of the amendments to the claims and the remarks below.

I. The § 103 Rejections

Claims 1 and 6-8 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,526,575 ("McCoy") in view of U.S. Patent No. 5,920,700 ("Gordon").

Claims 2-3 and 9-16 were rejected under 35 U.S.C. § 103(a) as being unpatentable over McCoy and Gordon, in further view of U.S. Patent No. 6,253,079 ("Valentine").

Claims 4-5, 17-18 and 20 were rejected under 35 U.S.C. § 103(a) as being unpatentable over McCoy and Gordon, in further view of U.S. Patent No. 5,892,535 ("Allen").

Claim 19 was rejected under 35 U.S.C. § 103(a) as being unpatentable over McCoy and Gordon, in further view of Gordon and Valentine.

Applicant respectfully traverses the rejections.

Claim 21 recites a method for controlling insertion of a plurality of local spots into a program feed through a central site server located at a central control site. The method includes distributing the plurality of local spots from the central site server to one or more remote site servers prior to playout of the program feed. The method further includes sending a plurality of control parameters from the central site server to each of the one or more remote site servers. The program feed is transmitted from the central site server to each of the one or more remote

site servers, and each of the remote site servers automatically switches between playout of the program feed and playout of each local spot in accordance with the plurality of control parameters received from the central site server.

A potential advantage of such a method is that the integrity of a (national) television program feed can be maintained through centralized control of a channel's programming (playout) through a central control site, which also prevents local affiliates from tampering with the programming (see specification, page 2, lines 11-13).

A. *McCoy Fails To Disclose Each of the Remote Site Servers Automatically Switching Between Playout of the Program Feed and Playout of Each Local Spot In Accordance With the Plurality of Control Parameters Received From a Central Site Server*

McCoy discloses a multimedia distribution and broadcast system for transmitting multimedia contents and control information from a central uplink facility to a remote downlink via a satellite (see Abstract). McCoy, however, fails to disclose each of the remote site servers automatically switching between playout of the program feed and playout of each local spot <u>in accordance with the plurality of control parameters received from the central site server</u> (emphasis added). Instead, McCoy discloses that the downlink control unit runs a local customization process so that text for local advertisements can be added to customize the multimedia contents (col. 6, ll. 36-44). Accordingly, in McCoy's system, the text for the local advertisements are added in response to a local customization process running at the downlink facility, and <u>not</u> the central uplink facility. McCoy, therefore, fails to disclose each of the remote site servers automatically switching between playout of the program feed and playout of each local spot in accordance with the plurality of control parameters received from the central site server, as required by claim 21.

B. Gordon, Valentine, and Allen Each Fails To Disclose Each of the Remote Site Servers Automatically Switching Between Playout of the Program Feed and Playout of Each Local Spot In Accordance With the Plurality of Control Parameters Received From a Central Site Server

Gordon discloses an asset management system for managing the addition and deletion of media assets in a network (see Abstract). Valentine discloses a method for optimizing satellite resources to prevent overconsumption of the satellite resources (see Abstract). Allen discloses a flexible and configurable system for distributing media (or programming) to one or more distribution networks (see Abstract). However, each of Gordon, Valentine, and Allen fails to disclose each of the remote site servers automatically switching between playout of the program feed and playout of each local spot in accordance with the plurality of control parameters received from the central site server, as required by claim 21.

Applicant respectfully submits that claim 21, and the claims that depend therefrom, are allowable over the references cited above.

C. Other Independent Claims

Claims 28 and 35 each incorporates limitations similar to those of claim 21. Claims 28 and 35 (and the claims that depend therefrom) are also allowable over the the references cited above for reasons corresponding to those set forth with respect to claim 21.

Applicant submits that claims 21-40 are allowable over the cited references, and are in condition for allowance. Should any unresolved issues remain, the Examiner is invited to call the undersigned at the telephone number indicated below.

Respectfully submitted,

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Date

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